

## **New Customer Service and Public Information Program within the Bureau of Development Services**

April 28, 2003

There is a need for the development of a Customer Service and Public Information Program within the Bureau of Development Services to ensure a positive connection with the community is developed and maintained. This program will develop new customer service materials and public outreach programs to assist customers with regulatory issues and improve customer service.

Staff in the Director's office currently works to manage and resolve complex customer assistance inquiries and identifies program or process improvements. There is also a need for the development of single point of contact for the development of public information and community relations.

This proposal combines these two functions with the duties currently done by the Assistant to the Director and staff in the Executive Support section.

### **Program Title: Customer Service and Public Information Program**

**Mission:** The Customer Service and Public Information Program is charged with managing and directing customer service solutions to improve internal processes and customer satisfaction. The program will develop customer materials and online information for the public and provide a strong outreach program to the community.

**Program Information:** The program is developed with the following responsibilities and direction:

- **Improve Customer Service:**

- Customer Inquiries and Issues

- Respond to customer complaints/inquiries related to service within specified timelines.

- Meet with Ombudsman/Commissioner to review relevant and current issues involving customer complaints/inquiries or suggested improvements in the permitting process

- Perform Administrative Reviews for Director to provide customer service oriented decisions that are fair and consistent

### Identify and Resolve conflicting processes or regulations

Expand Customer Assistance Team [CAT] to assist staff in resolution of conflicting or complex issues. This group is established to address and correct complex customer problems involving multiple processes or bureaus. Referrals are received from the Director, Commissioner-in-charge, Ombudsman's Office and direct customer inquiries.

### Identify recurring issues that interfere with providing good customer service

Track citizen issues received through complaint process or CAT

Suggest and implement possible program or policy solutions

Develop and or suggest solutions to recurring impediments

Monitor constituent issues to ensure solutions are effective

Assist in the review of regulations prior to implementation

Suggest improvements in regulations

#### ▪ **Establish a strong public outreach information program:**

Meet with customer groups to understand customer needs

Develop educational presentations for neighborhood groups

Design road show and attend neighborhood meetings with team of specialists

Monitor customer satisfaction through customer surveys and customer outreach programs

Develop strong partnerships with the development community

#### ▪ **Establish a consistent Public Information Contact and Public Information Program**

Represent the Director and or bureau with Commissioner, Commissioner Staff, City Bureaus, Ombudsman, Community Leaders and the media relating to customer service issues

Develop and market customer related website

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Develop mailing categories for customer involvement on specific issues using website

Utilize Web site as outreach tool to educate customers and provide needed information

Develop customer outreach materials such as brochures and online help materials

Increase public knowledge of regulations, processes and assistance available

Develop and provide to staff standard format definitions for bureau information

Promote knowledge of bureau's "good stories or stories of success"

Cultivate relationships with local media reps who cover development, small business and neighborhood issues